

LOS ANGELES



Produced by: NIHON GLOBAL MEDIA

The western gateway to the United States

Ending two centuries of self-imposed isolation, Japan signed a landmark treaty with the United States in 1854, one year after an American navy fleet docked in Edo (now Tokyo) as part of a mission to establish trade relations between the two countries.

This year, as the United States and Japan commemorate the 160th anniversary of the signing of the Treaty of Peace and Amity, both countries look back at how their economies have grown increasingly integrated over the years and have prospered to account for one-third of the world's output.

While the economic emergence of China is perceived to have diminished the importance of American-Japanese relations, the U.S. Bureau of Economic Analysis has noted that Japan remained the largest single foreign direct investor from Asia in 2012, investing \$19.2 billion that year. Including all regions, Japan ranks as the fourth-largest FDI contributor.

That upward trend is especially evident on the U.S. West Coast, specifically in Los Angeles, California. According to the Los Angeles County Economic Development Corporation, Japan is the largest source of FDI in the sprawling county.

"While many American businessmen are likely to pay attention to the markets of China or South Korea, Japan is the largest foreign direct investor among Asia Pacific countries. Statistics of the U.S. Department of Commerce indicate that Japan represents 71 percent of inward FDI from Asia and (the) Pacific, with Korea at 5 percent and China at 1 percent. We'd like to draw attention to this fact," stressed Consul General of Japan in Los Angeles Jun Niimi.

The LAEDC has also reported that 31.3 percent of foreign-owned and -affiliated companies in LA County are Japanese. Those companies account for around 120,000 jobs, not withstanding other indirect contributions to the local economy.

Since the 2008 global economic recession, the two countries are on the way toward recovery with investor confidence regaining its former momentum.

"In the last couple of years, the interest of Japanese companies to do business in the United States has significantly increased," pointed out Sachiko Yoshimura, the chief executive director of the Japanese External Trade Organization in Los Angeles.

That renewed vigor is noticeable in all industries. While Japanese companies in the United States were traditionally associated with big business, particularly in the automotive and electronics industries, there is a new breed of firms that, while smaller and less well known, exhibit the same commitment to quality and innovation.

"Like all the other Japanese brands, the North American piece is one where we still see some good stability and good growth. Overall, Japanese brands have a very strong reputation here within the U.S. With most of the headquarters being on the West Coast, we fit in well within the car culture in California," said Mazda North American Operations President and Chief Executive Officer Jim O'Sullivan.

Apart from the automotive sector, immense investment opportunities exist in new areas, specifically in green and renewable energy, mass transportation, healthcare, pharmaceuticals, biotechnology, hospitality, entertainment and most noticeably in food (there are more than 900 Japanese restaurants in Southern California alone).

"Small and medium size food companies have already put their interests into California by setting up their manufacturing plants here," Yoshimura said.

Masumi Muroi, president of the Japan Business Association of Southern California, explains another cause of the investment flow toward the United States, saying, "The Japanese domestic market might not expand due to the decreasing population. But on the other hand, the US market is still growing and the economy is recovering steadily. Under such circumstances, the US is a good market to be penetrated especially by Japanese manufacturers and consumer services providers."

The U.S. Census Bureau has reported that trade between Los Angeles County and Japan has risen every year since 2009. From \$10 billion in 2010, the figure surged to \$48 billion in 2012.

California is considered the main gateway between the United States and Asia. In fact, the Los Angeles and Long Beach ports handle more than 40 percent of all containerized sea cargo destined for the United States, while Los Angeles International Airport is the busiest air hub on the West Coast.

More than the world-class

infrastructure and logistics facilities, Los Angeles has had a very long and rich history with Japan. Since the arrival of the first wave of Japanese immigrants in the late 1800s, the Japanese community has grown consistently and contributed greatly to the cultural wealth of the county.

In its most recent report, the LAEDC said Los Angeles County is home to the country's largest Japanese-American community. Aside from the more than 100,000 people of Japanese heritage living in Los Angeles County, an additional 650,000 Japanese tourists visit the county every year.

"LA is one of the best places to start the business for Japanese companies, because of the appropriate infrastructure and large Japanese community including variety of Japanese foods, easier to accommodate their family as well," said Muroi.

Little Tokyo, located in the heart of downtown Los Angeles is one of only three "Japan Towns" in the

entire United States. Home to the Japanese American National Museum, the Japanese American Cultural and Community Center and the venue of the Nisei Week annual festival, Little Tokyo was declared a National Historic Landmark District in 1995.

Opportunities for prosperous collaborations between the United States and Japan continue to arise. Beyond the encouraging trade numbers, investment, attracted by the warmth and openness shown to Japanese businesses, has been pouring into Southern California.

"On behalf of the Japanese government, I'd like to express our sincere and deepest gratitude to California. We Japanese are comfortable here because of the warm and kind acceptance. I believe that the existing ties and bonds between Japan and the West Coast have been quite critical for our relationship, and we would like to do our best to further promote this existing good relationship now and in the future," said Niimi.



The Frank Gehry-designed Walt Disney Concert Hall embodies the dynamism of the world's entertainment capital. Aside from its billion-dollar entertainment and creative sectors, Los Angeles attracts investments in the manufacturing and service industries.

The best of both worlds

When Sumitomo Realty and Development (SR&D) President Mari Miyoshi took over the InterContinental Los Angeles in Beverly Hills, she had only one thing in mind: to create a great hotel that impressed guests with modern luxury and understated elegance.



Sumitomo Realty and Development President Mari Miyoshi

"You will feel very important from the moment you arrive, with everyone - the valet parking staff, the welcoming team - bowing to you as you enter," said Ms. Miyoshi.

Located on the Avenue of the Stars, the property the hotel now stands on was bought by InterContinental from 20th Century Fox nearly 30 years ago. Going through several downturns in the entertainment and hotel industries, as well as domestic and global economic recessions, the hotel still stands, checking in loyal and new customers alike.

Since taking over the helm of the hotel two years ago, Miyoshi has overseen a huge growth in revenue and the occupancy rate, which has reached an impressive average of 80 percent, thanks to her meticulous eye and strong work ethic.

"I don't want to sell a bed in a box. I don't want to share a great and special experience with my guests. I pay attention to every single detail. Our main focus is on our service. I am really hands-on because I love to be involved. But this success is the result of teamwork. I make sure

my employees are happy in their work, so they transfer that to our guests," stressed Ms. Miyoshi.

In only two years, the InterContinental Los Angeles has grown very popular among A-list Hollywood celebrities and entertainment moguls, as well as business travelers and tourists.

SR&D has created a unique experience by blending Japanese and American touches in its brand of hospitality.

"We make our own way of hospitality. Having a Japanese owner gives us a great advantage. Ms. Miyoshi really takes the time to educate us about the Japanese culture," said Hotel Manager Steve Choe.

→ www.intercontinentallosangeles.com

Mazda zooms to the top the green way

In its most recent Light Duty Fuel Economy Trends Report, the U.S. Environmental Protection Agency cited Mazda Motor Corp. as the most fuel-efficient auto manufacturer in the country with the highest fleet-wide adjusted fuel economy performance of 27.1 miles per gallon and the lowest CO2 emissions of 328 g/mi for the 2012 model year.

"During the most challenging times, we decided to continue investing heavily in our next generation of products, which we call SKYACTIV TECHNOLOGY," said Jim O'Sullivan, president & CEO, Mazda North American Operations.

SKYACTIV TECHNOLOGY, according to Mazda, is "a suite of component and engineering technologies that incorporate ultra-high compression ratio gasoline engines, super-efficient manual and automatic transmissions, lightweight chassis and body components, reduced rolling resistance and low-drag body styling."

Although the Japanese carmaker does not yet offer an electric or hybrid vehicle, Mazda has emerged as an energy efficient company by continuously pushing the limits of its technology. That commitment has reaped dividends in a very chal-

lenging North American market.

"Our momentum is due to a lot of the things that we have worked on over the past four to five years. Our plan is to attain 300,000 units within the United States, which will be a very good increase year over year. We will continue that momentum into the next fiscal year," O'Sullivan stressed.

While the U.S. auto industry has endured several difficult years, Mazda North American Operations is very optimistic over the sector's imminent recovery.

"The U.S. auto industry has continued to recover from its low point. We as a company are participating in that growth, even outpacing it a little bit in many markets," said O'Sullivan.

With market share growing across North America and demand rising across its territory, a recently opened manufacturing and assembly plant in Mexico will help propel the company's sales to record highs and consolidate the importance of the American market to Mazda's global operations.

"One of the key growth markets that the company has globally is North America, which is primarily driven by the United States. Even though we have been here for over 40 years



Mazda North American Operations President and Chief Executive Officer Jim O'Sullivan

selling and distributing Mazda products, we still see that there is further growth potential in this market. This is one of the reasons we are investing in the manufacturing facility and a dedicated assembly plant in Salamanca, Mexico," explained O'Sullivan.

As Mazda's sixth-generation models, namely the all-new CX-5, Mazda6 and Mazda3, continue to gather accolades and gain market share, Mazda North American Operations is looking forward to its future in North America.

"As a company, we see tremendous room for growth for Mazda in North America, specifically within the U.S. We see the auto industry continuing to recover. We have been here for well over 40 years, and we plan on being here for well over another 40. Obviously, there have been brands that have come and gone in this marketplace, but we have remained and continued to grow and meet our commitments to our colleagues in Mazda Corporation," said O'Sullivan.

→ www.mazdausa.com

From the boardroom: What makes Los Angeles a good investment location for Japanese companies?

"Southern California is the gateway to the United States for Japanese companies. It is an exciting place to live and work. We also have a dynamic economy, a skilled workforce and the infrastructure here is very comfortable for Japanese companies, their workers and their families."



Doug Erber, President, Japan American Society of Southern California



Masumi Muroi, President, Japan Business Association of Southern California

"LA is the one of the largest consumer markets in the U.S. and has a variety of consumers in terms of race. It is also located at the center of the Pacific Rim between the U.S. and Asia and the U.S. and Latin America."



Ernest Wooden Jr., CEO, Los Angeles Tourism and Convention Board

"The hotel supply and demand imbalance makes LA an extremely attractive and lucrative market for new hotel development. It is the largest major manufacturing center in the United States, and the creative capital of the world, and the birthplace of the entertainment industry."

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LOS ANGELES

A symbiotic relationship committed to patients and associates

In 2006, Terumo Corporation, a major worldwide medical device company headquartered in Tokyo, Japan, acquired MicroVent Inc., adding it into their family of companies.

Terumo's acquisition of MicroVent allowed both companies to capitalize on their unique, proprietary technologies and facilitate additional focus on new technologies.

Founded in 1997, MicroVent has been focusing on endovascular treatment of neurovascular disease, which affects hundreds of thousands of patients worldwide, and it has consistently developed an innovative approach.

Headquartered in Tustin, California, MicroVent sells its products in over 60 countries around the world and has manufacturing facilities in Southern California and Costa Rica. It is now a company with more than 1,000 employees across the globe and posts consistent and

continuing growth. "MicroVent sets the standard of excellence in the neuroendovascular device industry and our unique collaboration with Terumo has allowed MicroVent to constantly develop new and innovative devices to complement our existing line of quality products," said **President and Chief Executive Officer Richard Cappetta**.

Innovation, clinical relevance and customer focus have been MicroVent's shared values with Terumo. The two companies also con-

tinuously maintain key communications through project collaboration and an entrepreneurial culture that fosters team spirit and empowers all of their associates.

"As a Terumo affiliated company, we are committed to developing and manufacturing the highest quality products for our customers and patients. In addition, we expect every associate to be empowered in each position and to be proactive in contributing to society through healthcare," Cappetta said. www.microvention.com



MicroVent Chief Executive Officer Richard Cappetta

“As a Terumo affiliated company, we are committed to developing and manufacturing the highest quality products for our customers and patients.”

Forty-five years of providing logistics services to the U.S.

Securing a 30 percent share of the logistics market for Japanese electronics companies in the United States is a herculean task, but Mitsui-Soko accomplished the feat through its dedication to "kaizen," the Japanese concept of always striving to achieve the best.

Starting as a representative office in 1977, Mitsui-Soko USA recognized the potential of developing its internal services on a national scale.

By 1982, it had launched a fully operational network of warehouses and inland transportation hubs across the 50 states.

Today, it provides a full spectrum of logistics solutions: freight forwarding, warehousing, local inland transportation, international air and sea transportation, and customs clearance services.

"We have been true to our clients and remain focused on what they need. With a business portfolio that includes many leading Japanese companies, we welcome the opportunity for companies from any nation to benefit from the strength of the services we provide, and to proceed with confidence on the basis of our reputation in the industry," stressed **President Masafumi Inoue**.

Mitsui-Soko continues to expand its services to other sectors, beyond its well-established client base in the aircraft, automotive, chemical, food and electronics industries.

Recently, it announced the grand opening of its new West Coast Food Distribution Center, a 50,000-square-foot, FDA-registered food warehouse near Los Angeles, dedicated exclusively to providing logistics support to the food industry.

"The trend of Japanese companies doing business in the United States is increasing, as is the diversity of our clientele. In response, we are improving our capacity and planning further expansion to offer service that remains both relevant and contemporary," Inoue explained.



Mitsui-Soko President Masafumi Inoue (seated on the left) leads a team of one of the fast-growing Japanese logistics firms in the United States.

"The United States is a country of innovation. We embrace that spirit and are here to find creative solutions that support our clients and enable them to succeed," he added. www.mitsui-soko.com

Hochiki - safety and quality always

Since entering the U.S. market in the 1970s, Hochiki America Corporation has steadily grown to become one of the country's premier manufacturers and suppliers of fire alarm systems and equipment.

Even when the global recession battered the U.S. economy in 2008, the Japanese subsidiary maintained its position in the United States and South America.

"We were able to maintain our market share primarily because we were constantly upgrading and expanding our product family," **President**

Hisham Harake said. While continuing to strengthen its position in the United States, Hochiki America anticipates further growth in its business with expansion into Mexico, Central America, and South America.

"Adopting the high-quality standards and procedures of Hochiki Corporation in Japan has been a big benefit for us. At the same time, we are able to add value to the product because we have local support and take into consideration local culture, local market requirements, and local customer requirements. We view these things as a big advantage for Hochiki America," Harake said.

Hochiki America continues to introduce new products and technologies into the North and South American markets, with the goal of providing reliable and effective life-safety solutions for all sizes and types of applications in all types of markets.

Hochiki's unwavering commitment to excellence remains the foundation of the company's century-old reputation for quality and reliability. www.hochikiamerica.com



Hochiki America Corp. President Hisham Harake

Three decades of brewing healthy and cool delights

While green tea has been a very common drink with a centuries-old history in Japan, the brewed beverage has gained popularity in the United States only in the last decade, thanks mainly to several studies noting its many health benefits.

When Taku H. Maeda came to Dallas, Texas in 1984, the Japanese entrepreneur had one mission: to make his country's beloved green tea popular among Americans.

After moving to Irvine, California five years later, Maeda-en became the first major importer of Japanese green tea in the United States.

Committed to delivering only high quality products, Maeda-en imports only green tea from Japan, widely considered the best in its class.

Thirty years after arriving in the United States, the company has expanded its business to Canada, Mexico, Southeast Asia, the Middle East, and Australia.

In 1993, Maeda-en introduced green tea ice cream, and followed that up with "mochi" ice cream (a Japanese-style rice cake filled with ice cream).



Maeda-en President Taku H. Maeda

Both products have become highly sought after and the company has begun producing them in Australia.

Not content with offering 50 different green tea products, and 30 different green tea ice cream and "mochi" ice cream products, Maeda-en remains focused on its goal of developing more delicious goods to sell around the world. www.maeda-en.com

Morinaga offers healthy options

When Morinaga developed aseptic packaging for its tofu product nearly three decades ago, the Japanese food giant was able to extend the shelf life of its silken style tofu to one year and allow for its refrigeration-free transport. With this breakthrough packaging, the food giant acquired the benefit of being able to export its sought-after silken style tofu.

Thus was born Morinaga Nutritional Foods in Torrance, California in 1985. Later, to address the growing demand for its silken style tofu across the United States, Mori-Nu opened a state-of-the-art production facility in Oregon in 1997.

"Our soy beans are from Ohio, so we produce everything here in the United States," explained **President and Chief Executive Officer Hiroyuki Imanishi**. "Our product is very different from the more common water-packed tofu. In the United States, there are about 130 tofu manufacturers, but we are the only one that



Morinaga Nutritional Foods offer five varieties of its highly popular silken style tofu.

All natural and healthy growth



Sunrider International President and Owner Dr. Tei-Fu Chen receives the Brand Laureate Awards' Best Brands for Manufacturing of Premier Herbal Products

From its humble beginnings as a local health food store in Utah in 1982, Sunrider International grew robustly in just a short time. After expanding internationally in the mid-1980s, the company moved its headquarters to Southern California.

Sunrider International researches, develops, and manufactures over 400 health, weight management, and beauty products in its 1 million square foot Los Angeles manufacturing plant.

To complement its products, the company also formulates fitness programs for its clients.

Sunrider distributes products to 50 countries and regions, with over 1,000 stores worldwide. It operates both an award-winning franchise business and a direct sales business.

"We have had an office in Japan for 20 years, but we are not well known. Our market has room for incredible growth. Our goal is to increase our market in Japan, and to attract the right people that will help us better market and distribute our products effectively," said **President and Owner Dr. Tei-Fu Chen**.

By using natural ingredients and manufacturing their own products, Sunrider International has emphasized the importance of offering real food as a solution to many health issues that are undeniably beneficial to people all over the world. That focus on self-manufacturing has enhanced the company's international reputation.

"We have never forgotten our main goal and spirit here at Sunrider. We strive to create the best nutritional products and fitness programs. We believe that quality products in the long run will always pay off," stressed the Taiwan-born Dr. Chen. www.sunrider.com

Bringing sushi to America, a peaceful offering to the world

"Bringing peace through culinary culture," has long been the vision of **Noritoshi Kanai**, chairman of Mutual Trading Co., Inc.



Tracing its origins to Los Angeles back to 1926, Mutual Trading began as a co-op supplying Japanese food to a handful of grocery stores in the city's Little Tokyo.

Nearly 90 years later, the company can claim to have introduced to the United States in 1964 what was once considered the pinnacle of exotic cuisine, "edomae" sushi, at Kawafuku Restaurant, the first sushi bar outside of Japan.

Now very mainstream and offered by more than 21,000 Japanese restaurants across the country, "edomae" sushi continues to grow in popularity domestically and internationally, bringing great culinary joy around the world.

"I'm now 90 years old. I still think of Japanese food and its growing future as a nutritious, delicious and a culturally exciting food for the world to enjoy. It won't ever disappear," Kanai said confidently.

Today, Mutual Trading is known as a global ambassador of Japanese food. It's that passion for authentic Japanese has made the company the premier distributor of Japanese food and alcoholic beverages in America. www.lamtc.com



Mutual Trading Co., Inc. Chairman Noritoshi Kanai

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Designing success in SoCal

Marking its 75th anniversary this year, the industrial design and manufacturing company **Phiaro** remains closely associated with the country's automotive giants. The company, still family run, has since expanded its expertise in design, modeling, testing, and production to other industries.

Thanks to its long-standing partnership with several Japanese carmakers, Phiaro made its way to the United States, where it has been operating for 25 years and has since acquired other clients in California's auto industry.

"We have had a strong relationship with Japanese auto manufacturers over the years. They told me they were expanding further into the U.S. and asked me to come along with them. So, we have been here supporting them," said **President**

Toshihiro Iwasaki. "California is a key location because of the connections that we have made with many industry leaders here," Iwasaki added.

Since the company began in the U.S., they have maintained strong relationships with all their clients.

Among intense competition in the industry, Phiaro distinguishes itself by maintaining extremely close partnerships with all its clients.

"There are many competitors out there. However, our customers depend on us because of our ability to produce great quality. This has always been appreciated by our clients, as well as our ability to deliver their products on time," Iwasaki said. www.phiara.co.jp



A rendering of Phiaro Group's original 75th anniversary concept car

LOS ANGELES

Nitto Tire - fueled by enthusiasts



Nitto Tire President Tomo Mizutani

"If you ask any Japanese about Nitto Tire, probably 99 percent of them will not know about our brand," speculated Tomo Mizutani, who came to the United States 20 years ago and has become one of those American-Japanese success stories admired in the country.

In 1949, Nitto Tire began as an independent company making high quality mainstream tires. From the beginning, Nitto identified the United States as a potential export market, but only established offices in North America in 1966.

While export sales were satisfactory, Nitto found it a tough challenge to penetrate the market and establish manufacturing operations in the country.

To boost its financial position, Nitto Tire agreed to be bought by Toyo Tire in 1999, a deal that did not necessarily change the fortunes of the tire maker.

With annual sales reaching only \$6 million and only breaking even some years, Toyo Tire considered discontinuing the Nitto brand in the United States.

"Business was not going well. We were in an idle stage, and just waiting to be sent back home," recalled Mizutani. "I was inspired by the interesting concepts of negative purchases - such as gas and electric bills - and positive purchases - such as jewelry and perfume. Companies were focusing on negative purchases, but we wanted to make a product that delighted people, so they wanted to acquire our product."

"By that time, I had nothing to lose, and because of that, I de-

ided to take it as an opportunity, and not a risk," added Mizutani, who began calling clients to sell his little-known brand of tires. The approach was not working, as none of those clients returned his calls.

Mizutani decided to travel across the country and adopt a very personal approach by asking end-users what they specifically wanted in a tire.

"Within two years, I visited all 50 states. I started seeing what Americans wanted. I was visiting companies without making any appointments," he said.

Finally, Mizutani found a niche he wanted to cater to: the racing and off-road enthusiast.

With the knowledge acquired of this niche market, Mizutani submitted a proposal and worked hard to convince company management, until he got approval to launch the project.

Nitto Tire has since become a sought-after brand not only by car enthusiasts, but also by the entire motor sports culture. From

a \$6-million company, Nitto Tire is now a \$500 million operation.

Innovation is an everyday pursuit at Nitto Tire, with products made for drifting, trucks and tattoo-inspired designer tires. Every single detail matters when it comes to satisfying its clients.

"We are very dynamic and we are constantly looking for something exciting," stressed Mizutani.

Today, Nitto has more than 5 million followers on Facebook, with fans posting pictures of Nitto Tires depicted in their tattoos and hairstyles based on Nitto's tread designs. This is a clear indication of why Nitto has received

a variety of awards in the U.S.

"We don't call the people who use our products customers. We call them friends," Mizutani added.

Drifting and off-road events are the most popular sports among motor fans, with the strongest presence found in California and Texas.

Inspired by the deeply rooted love of sports among Americans, Mizutani personally designed and created a Nitto Tire championship ring made out of silver, gold and diamonds for race winners.

Mizutani attributes the company's success to the combination

of the Japanese work ethic and the American business culture.

"Our roots are from Japan, but we were reborn in the U.S. We have a very well-known reputation in the American market. The majority of the people understand Nitto Tire and know about their quality and design," he said.

In a gesture of appreciation, Mizutani named the meeting rooms of their offices in California after the people from the Japan headquarters who showed him support and guidance during the most challenging years.

"This serves as a reminder to all of us of where we came from

and of the people who helped us become who we are today," said Mizutani, who has been tasked by the head office in Japan to oversee the Toyo Tire brand as well.

With factories in Atlanta, Nitto Tire is planning to expand to Europe, Russia and China.

"My priority is to bring Toyo Tire and Nitto Tire up together," Mizutani stressed.

Numbers aside, Nitto is in for a future of robust growth, judging by the passion of the fans carefully nurtured by Mizutani and his team.

→ www.nittotire.com



The Nitto Tire championship ring awarded to its race winners

“Our roots are from Japan, but we were reborn in the U.S. We have a very well-known reputation in the American market. The majority of people understand Nitto Tire and know about its quality and design.”

Japan's computers just became more secure

"The key to success in the software industry is constantly updating," stated Cashier Myricks, the president and chief executive officer of NetCom3 Global, a Los Angeles-based developer of popular applications such as PC Antivirus Pro, PC Cleaner LTE & PRO, and Real-Time PC Optimizer.

Since its inception in 2001, NetCom3 Global has reported spectacular results. In 2012, the company's revenues grew 2,700 percent, making it one of the fastest-growing companies in the United States.

On the back of that astounding growth, NetCom3 Global has embarked on an ambitious global expansion plan. Previously available only in English, each of its software titles were recently released in Japanese, with French, German, Spanish, and Italian editions in development.

"We decided to launch in Asia first because it is a priority market for us, Japan in particular. While other options do exist, we are told our product has been the preferred software over there. In fact, there was tremendous clamor for the product in Japan and Asia, where our online distributors have the most traffic," explained Myricks.

Selling its products exclusively via online download, NetCom3 Global depends heavily on its online affiliates to distribute its applications.

"We are always on the look out for new affiliates who have Web sites that generate significant online traffic. This is especially true for Japan and Asia. Within the in-



NetCom3 Global President and Chief Executive Officer Cashier Myricks

dustry, we are known to take very good care of those relationships. We make sure our affiliates are well compensated," Myricks said.

While revenues continue to grow robustly, NetCom3 Global remains dedicated to improving their current product line and increasing its roster of applications.

"We constantly test our software. Our R&D team continuously conducts research on how to improve the product. We also do a lot of third-party testing with the most credible testers to certify that our product indeed detects all viruses. For the past two years, we have tested at close to 100 percent success rate, which means we detect all viruses out there. This gives us credibility," Myricks said proudly.

"We are doing exceptionally well in the United States. We feel that the time is right for us to continue our growth beyond American borders," he added. → www.netcom3global.com

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